



BRAND BETTER WORKBOOK

Brand Positioning

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BRAND BETTER

This workbook will walk you through the steps of positioning your business for success. You will learn how to tell your brand story in a way that engages your target audience; how to discover your brand identity; how to differentiate your brand from competitors; how to position your brand for your desired target audience; and how to better understand your goals and the steps it takes to set your brand up for success.

Branding is essential to communicating your business's values and goals to your customers. The tools you use, such as diving, will help your business or organization communicate your value to customers. Are you ready to get strategic about how you brand your business and market your product?

- **UNDERSTANDING BRANDING**
- **KNOW YOUR TARGET MARKET**
- **KNOW YOUR COMPETITORS**
- **TELLING YOUR BRAND STORY**
- **IDENTIFYING YOUR BRAND IDENTITY**

UNDERSTANDING BRANDING

When you're thinking about finding new customers for your business or new supporters for your organization, you probably know that marketing is a key tool to get your name recognized and differentiate you from competitors. Let's explore what branding means for your business.

Branding is the essential process of identifying, creating, and managing your company's image, and it is what sets you apart from your competitors. Branding is what links all of your efforts together, and marketing is an essential component in your branding toolbox.

Brand Identity

- **Brand:** The feel and perception of your company that the rest of the world sees.
- **Branding:** The continual process of identifying, creating, and managing your company's image.
- **Brand identity:**
 - The visual components of your brand.
 - Your brand voice.
 - Your brand values.
 - Your brand personality.
 - Your unique brand positioning.

Understanding your target market, your competitors, and differentiating your company from others through the following exercises will help you to translate your story into a more established brand identity.

Remember: Your Brand Matters

Your brand is going to be the reputation of your organization. It is how you communicate to others what you are, what you do, and what you believe. It can also create a lasting impression. You want to aim to have a unique, authentic, clear, and consistent brand that will leave a positive impression on those who interact with you. It should also lead to more individuals wanting to interact with you, support you, and buy from you.

Brand Positioning

Brand positioning is the process of putting your brand in the mind of your customers and organization supporters. Strong brand positioning shows what differentiates your business or organization from your competitors in a meaningful way. Brands commonly create strategies for their brands based on such factors as:

- Price
- Convenience
- Quality
- Competition
- Customer service
- Luxury

Positioning your brand is a helpful exercise to better develop a clear vision for your business and maximize relevance for your position in the market against your competitors. Read more on these strategies [here](#) and determine what works best for you and your business.

KNOW YOUR TARGET MARKET

Whether you are selling an original high-quality product or setting up a nonprofit organization, you will have a more authentic experience and loyal customer base if you actively consider your audience and target market.

The individuals who will be engaging with your business or organization will be key in propelling your business forward. They can be loyal customers who continue to stay with your brand, they can spread the word about your company through their friends or through social media, and they are key to understanding what issues you are trying to solve and can give you clues on how best to service them.

How do you get to know your target audience? Complete these three prompts to get a better understanding of who your target audience is.

1. When you came up with the idea of your business or organization, who did you think it would help?

2. What problems are you attempting to solve with your business or organization?

3. Describe the characteristics of your desired target customers (gender, education level, annual income, age range, etc.). In as much detail as possible, describe their interests, lifestyle, and other things they have in common.

Now that you have a better understanding of who is within your target market, ask yourself, **if you could create one perception of your company within your primary target market, what would it be? Why?** This can help later to better inform your branding strategy.

KNOW YOUR COMPETITORS

Now that you have identified your target audience, it is a helpful exercise to consider what your competitors are doing that may already be marketing toward your target audience. Knowing what you can provide that your competitors cannot is also a helpful way to position your brand.

List competitors you know for your business or organization. Whether they are local or are large corporations, write down the top 8 competitors you know for your company.

1.	5.
2.	6.
3.	7.
4.	8.

Let's take a deeper look into these companies. Choose three of these competitors and list two to five of their strengths and weaknesses. Pay particular attention to the way they market and communicate their story to their target audience.

Consider the following:

1. **Market research** Ask your employees or customers, "Who are they mentioning in relation to your business? Who are they associating with your business?"
2. **Google Maps** Find competitors based on keywords and their location. Check if they have a website linked, social media accounts, hours of operation, reviews, rankings, etc.
3. **Google Trends** See how often your competitors' names and keywords are being searched on Google.
4. **Social Mention** See how often competitors' names are being searched on more than 100 social media sites.

Competitor 1

Strengths	Weaknesses

Competitor 2

Strengths	Weaknesses

Competitor 3

Strengths	Weaknesses

When considering your competitors’ strengths and weaknesses, you should also consider your own, as well as your goals for where your business could go in the future.

Consider your own company or proposed company. What are your strengths and weaknesses?

Strengths	Weaknesses

What differentiates your business from your competitors?

Now state your unique selling proposition — finish this sentence: New customers and/or clients would choose us if they understood that_____.

TELLING YOUR BRAND STORY

The first step of a perfect pitch starts well before making a presentation, or even speaking to another person. First you must reflect on your goals, including identifying your brand story and deciding how to tell it. This section will help guide you on how to share your brand story.

Determine what you have to tell

Before you can tell your brand story, you have to decide what you want people to know. The prompts below will help you identify the important information for your story. The goal for this exercise is to answer each question as concisely as possible, so take your time and challenge yourself to limit your answers to a few sentences per section.

What issue does your business solve or offer a solution for?
What is your business?
When would someone need your business's services?
Where do people go to find your business?

Why is your business unique? What is your unique selling point?
Describe your passion for your business.
What do you want your organization to be known for?
Think about your brand's personality. How would you describe it to others?

IDENTIFYING YOUR BRAND IDENTITY

Fill in the Blanks

Discovering your organization's identity is easier than you might think. This short exercise can help you turn the information you already know into a brand to share with the world. Fill in the spaces below with information about you and your organization to get started telling your story today.

1. Your name: _____
2. Your business/organization's name: _____
3. Your hometown: _____
4. An important mentor or role model in your life: _____
5. A core value of yours: _____
6. Another important value: _____
7. A third value: _____
8. Your current community: _____
9. A need you are trying to fill in that community: _____
10. What your organization does, in a few words: _____
11. The product/service of your organization: _____
12. An obstacle you've faced (discrimination, financial hardship, etc.): _____
13. How your organization gives back to the community: _____
14. Something people can do to support your organization: _____

Now that you've filled out some answers, put them together:

Hello, my name is (1)_____, creator of (2)_____. Years ago, growing up in (3)_____, (4)_____ taught me the importance of (5)_____, (6)_____, and (7)_____. I've tried to stick to these values for all of my life, and I know that they are important to (8)_____. The more time I spent in (8)_____, the more I realized that (9)_____. I've always had a passion for (10)_____, and after talking with other people who realized the same thing, I realized I could provide (11)_____ for the entire community, while also creating jobs in the community. I've had to overcome (12)_____ along the way, but I believe (2)_____ can help with this because (13)_____.

Anyone who is interested in (11)_____ should choose (2)_____ because not only do we (10)_____ really well, but we believe in (5)_____, (6)_____, and (7)_____, and we give back to the community by (13)_____. If you are interested, please (14)_____!

Here's an example:

1. Your name: **Cherelle**
2. Your business/organization's name: **Cherelle's Chocolates**
3. Your hometown: **Eastern Tobago, Trinidad and Tobago**
4. An important mentor or role model in your life: **My grandfather**
5. A core value of yours: **Hard work**
6. Another important value: **Originality**
7. A third value: **Improving my community**
8. Your current community: **Mason Hall**
9. A need you are trying to fill in that community: **Provide job opportunities and improve digital skills among the local businesses in my community**
10. What your organization does, in a few words: **Creating an original and locally sourced brand that sells high-quality chocolate globally**
11. The product/service of your organization: **High-quality chocolates with local Trinidadian producers**
12. An obstacle or two you've faced (discrimination, financial hardship, etc.): **Funding challenges and the COVID-19 pandemic's storefront closings**
13. How your organization gives back to the community: **We are learning how to sell our business online and we are holding sessions providing local businesses training on digital marketing skills**
14. Something people can do to support your organization: **Access our website, follow our social media, and buy our chocolates!**

Hello, my name is (1) **Cherelle**, creator of (2) **Cherelle's Chocolates**. Years ago, growing up in (3) **Trinidad and Tobago**, (4) **my grandfather** taught me the importance of (5) **hard work**, (6) **originality**, and (7) **improving my community**. I've tried to stick to these values for all of my life, and I know that they are important to the community of (8) **Mason Hall**. The more time I spent in (8) **Mason Hall**, the more I realized that I could have a role to (9) **provide job opportunities and improve digital skills among the local businesses in my community**. I've always had a passion for (10) **creating an original and locally sourced brand that sells high-quality chocolate globally**, and after talking with other leaders who realized the same thing, I realized I could provide (11) **high-quality chocolates with local Trinidadian producers**, while also creating jobs in the community. My community has had to overcome (12) **the COVID-19 pandemic and storefront closings** along the way, but I believe (2) **Cherelle's Chocolates** can persevere and better the community because (13) **we are learning how to sell our business online and we are holding sessions providing local businesses training on digital marketing skills**.

Anyone who is interested in (11) **high-quality chocolates with local Trinidadian producers** should choose (2) **Cherelle's Chocolates** because not only do we (10) **create an original and locally sourced brand that sells high-quality chocolate globally** really well, but we believe in (5) **hard work**, (6) **originality**, and (7) **bettering the community**, and we give back to the community by (13) **learning how to sell our business online and we are holding sessions providing local businesses training on digital marketing skills**. If you are interested, please (14) **access our website, follow our social media, and buy our chocolates!**

CONGRATULATIONS!

You've just completed the first of three YLAI Brand Better Workbooks! You are well on your way to creating — or strengthening — a business built for success! Visit [#YLAIBrandBetter](#) to learn more about brand positioning and identity.

